

▲ Find the Treasure

**Unlocking Success
with the Ultimate Crowdfunding Kickoff Event**

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CEO of TOP360

topmeddia.com


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▲ Hello, I'm Bracha Torenheim,

My mission is to help organizations like yours
achieve their goals
through inspiring campaigns
that not only raise funds
but help them position themselves
as leaders in their field.





With my expertise in fundraising ,
marketing, and production
for all kinds of non profit events,
I've helped raise over \$150 million
for leading organizations
in just five years.

I want to share something very personal with you.

It started seven years ago in NYU hospital.

I was shocked when the doctor told me my two-year-old daughter, Sosea, couldn't hear.

She was deaf.

The doctor said we had to act fast to help her.

We went home and tried to get her attention with noises, but she didn't respond.

We were so busy after that -

visiting hearing experts, getting her a special hearing device, and then the amazing moment when she heard for the first time.

A few months later,

on the subway, a woman with sad eyes gave me a card.

It said she was deaf and needed help to support her family.

I gave her all the cash I had.

I thought about how different Sosea's life would be because she got help from a special school for hearing loss.

Sosea got better, started to talk and sing,
and I knew I had to help others like her.

I promised myself to help the hearing loss community.



Two years later,
Sosea was doing well,
and I was ready to keep my promise.

I went to her school and told them
I had a big plan to raise a lot of money.

They were worried
because they hadn't raised much money before.

I wasn't scared.

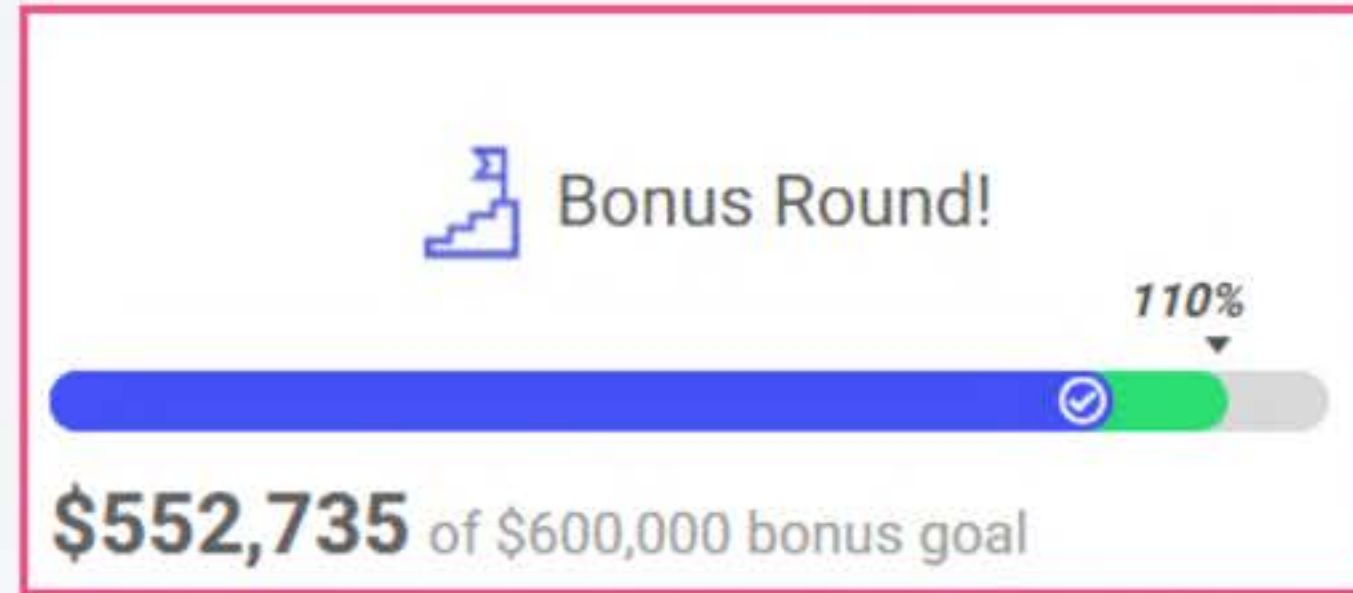
I rallied my wonderful team to volunteer.
I believed so much in the idea!

We developed an extensive,
detailed strategy,
leveraging my experience in strategic marketing,
branding, film production, and live broadcasting.

**Our goal was to maximize the campaign's potential
and leave no money on the table.**



We created a heroic campaign,
produced a series of touching videos,
a virtual Kickoff event,
enlisted 150 ambassadors,



and attracted 2,523 donors,
raising \$552,735 -

twenty times more
than their previous fundraiser!

The **TOP 360** method was born,
out of great pain and gratitude,
from a pure place of recognizing
those who dedicate their lives
to helping children like my Sosea.

This success led to the creation of the **TOP 360** method.

It was about using my skills
and being thankful for the help Sosea received.

I realized I wanted to help organizations
reach their goals with inspiring campaigns.

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We bring everything together in one place:

- > Strategy > Branding
- > PR > Marketing > Video Production
- > Fundraising Event Production

**All the way to the successful conclusion
of your campaign.**

▲ Find the Treasure



▲ The potential



On average,
an ambassador in a crowdfunding campaign in the U.S.
can raise between \$1,500 to \$5,000,
depending on several factors:

1. Size of the ambassador's social circle and connections

The larger and more engaged the ambassador's personal and social network, the more funds they can raise.

2. Level of involvement and effort

Ambassadors who actively share the campaign on social media, engage with potential donors personally, and follow up - tend to have better results.

3. Emotional connection to the cause

Those who feel a personal connection to the cause and can express that effectively often raise more.

4. Support and guidance from the organization

Ambassadors who receive clear training, resources, and encouragement from the organization usually perform better.

▲ Who Are Your Ambassadors?





bloomerang

If you have a Bloomerang account, you can find your treasure easily with their amazing CRM system.

1. Organization Staff

Employees who believe in the mission can be powerful advocates.

2. Beneficiaries of the Organization

People who have directly benefited from the services provided by your organization can share personal testimonials that resonate.

3. Family Members

Relatives of staff, board members, or beneficiaries can add a personal touch to fundraising efforts.

And more...

- Board Members - Organization Staff
- Beneficiaries of the Organization - Family Members
 - Friends - Long time Donors
- Community Leaders - Volunteers
 - Alumni or Past Participants
- Business Partners or Sponsors
 - Social Media Influencers
 - Local Government Officials

▲ When should you hold the Kickoff event?

→
It's best to do it 10 days to a week

before the public launch of the campaign.

It's very hard to keep ambassadors excited and motivated for more than two weeks.

▲ How to Recruit Ambassadors

1. Personal phone call with a direct request to take on a fundraising goal
2. Zoom meeting
3. Virtual kickoff event
4. In-person kickoff event

▲ Virtual kickoff event

- A virtual kickoff event is a good option if:**
- Your potential ambassadors are spread out in different locations and not in one city.
 - You want to save money on food, venue, and other expenses.

**It's more affordable
and can still be very effective.**

▲ In-person kickoff event

Can be organized with a range of different budgets.

It's an enjoyable evening where people meet, have fun, and can include various activities and options.

However, it's naturally more expensive.

**All this investment is worth it,
because as you remember,
each ambassador can bring in
an average amount of \$3,000.**

▲ Make it Special



1. Design an invitation with appreciation/recognition theme
2. Use brand colors and elements of the campaign
3. Set up a simple RSVP process
4. Plan a special evening with engaging activities
5. Send personal reminders and follow-ups

▲ The Strategy



The essence of the Kickoff event is that we are not asking for their money, but for their heart.

Therefore, the program should be built around creating a deep emotional connection, with the personal fundraising goal request only coming in the last third of the event.

▲ The guests should feel

They are attending a special event,
feel like true partners in the organization's goals,
understand what drives you and why you need the funds.

**Most importantly, they should be inspired
to commit to a personal fundraising goal
and work hard to achieve it.**

▲ Gala vs.

Ambassador Recruitment Event:



What's the Difference?

At a regular gala, we ask participants to donate money.

At an ambassador recruitment event,
we ask them to invest their heart,
time, and connections,
and to ask their friends to donate.

▲The program



- Warm-up and Welcome:

Greet the guests and create a welcoming atmosphere.

- Emotional Connection:

Show a video explaining what drives the organization and why it's so important for the community.

- Recognition and Appreciation:

Express gratitude and recognize the audience for their support.

- Present awards

to the Volunteer of the Year,
the Parent of the Year,
and a Major Donor for their exceptional contributions.

- Inspiration:

Include a performance or speaker
to inspire the audience.

▲ Main Part: Ambassador Recruitment



We want everyone to feel like **partners** with the organization, and we need their help to reach more people.

Since asking for money can be hard, we'll provide **step-by-step guidance** throughout the campaign.

▲ The Ambassador Kit



Each person will get a kit and a commitment card, where they'll set their personal fundraising goal.

This is where we start building momentum and create a snowball effect.



▲ Ambassador Sign-Up



Now we show the sign-up page on the screen. Everyone is directed to fill in their contact details and set their personal fundraising goal.

If someone can't use the online form, they can fill out a commitment card, and the team will enter the details for them.



▲ The Snowball Effect



With exciting music,
we start announcing and cheering
for each person who sets a goal.

The host, along with organization leaders,
will build excitement and momentum!

▲ Make sure



- The sound system and screens work perfectly.
 - Stick to the schedule.
- Keep guests engaged so they won't want to leave the event.
 - Follow the plan carefully, as every step is critical for building momentum.

▲TOP TIPS

Subscribe now to receive a checklist
to prepare for your next crowdfunding campaign.

topmeddia.com/contact



▲ Special for webinar participants:

Sign up for a consultation hour with me,
where we will go over your needs
and plan your next steps
to help you raise more funds.

A \$950 value, now only \$550
for the first 5 organizations.

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TOP REVIEWS



"The smartest choice we ever made was working with Bracha & her team! Smart, knowledgeable, passionate, creative and hardworking are some of the ways I would describe Bracha.

She helped take our school to the next level and we will forever be grateful to her for all the amazing work she has done with us. We are excited to see what future projects she can help us with."

Sarah Leah Moser,
Director of Development,
Strivright/The Auditory Oral School of New York

"I highly recommend Bracha and her TOP Team for their creativity & expertise in nonprofit video production. They understand the unique needs of nonprofits and create emotionally resonant content that effectively communicates their mission.

Their attention to detail and ability to work closely with clients sets them apart. A great partner for taking your nonprofit's fundraising and strategy efforts to the next level.



Joseph Bornstein | CEO of CauseMatch Fundraising

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TOP REVIEWS



"Thank you so much for your invaluable contribution to our campaign's success! Your professionalism, attention to detail, and organizational skills were crucial. We couldn't have done it without you. Your work on our video strategy and virtual kickoff was exceptional, helping us brand our campaign and reach our audience globally. Your commitment to accuracy and understanding made the campaign a success. We appreciate your hard work and dedication and hope to work with you again."

Rabbi Yeshaya Cohen | Chief Rabbi of Kazakhstan.



"I want to express my gratitude for your exceptional work on our crowdfunding campaign for Ateres Chaya Mushka school. Your commitment, attention to detail, and creative approach made the campaign stand out. You created a compelling narrative, and your social media strategy helped us reach a wider audience. The gala dinner you produced, with its amazing videos and top-notch PR, was unforgettable and generated significant buzz. Your work exceeded our expectations and positioned us as a top school. Thank you, and we hope to work with you again."

Leah Levine | Founder & Director of Ateres Chaya Mushka

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